PROGRESS REPORT 1974 - 1981

SOUTHERN RURAL DEVELOPMENT CENTER

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas
Virginia

W. M. BOST, CHAIRMAN
Board of Directors

WILLIAM W. LINDER
Director
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BACKGROUND

Since 1974 the Southern Rural Development Center has provided support staff for capacity building and innovative programming for the extension services and experiment stations of 28 land-grant universities in 13 southern states and Puerto Rico. As one of four regional rural development centers in the nation, the SRDC focuses specifically on the rural problems of the southern region and receives funding through the Science and Education Administration/Extension Service and Cooperative Research. Alcorn State University and Mississippi State University provide vital support as co-sponsors of the regional center.

PURPOSE AND OBJECTIVES

In the seven-year history of the Southern Rural Development Center, the basic purpose and objectives of the Center have remained unchanged. The Southern Center has existed to provide the best possible information and assistance to extension and research staffs throughout the South as they respond to rural development needs in local communities. Not only is the Southern Center committed to helping provide each state with knowledge that will assist and support statewide rural development programs, but it is also dedicated to providing extension and research staffs with technical consultation and personnel development in order to help them be more responsive to rural needs in their states.

While the purpose of the Southern Center has remained the same, the method of accomplishment has changed with time and with a shift in rural
needs. The Center has always tried to provide opportunities for interaction between extension and research personnel. In an effort to achieve wide participation of various professionals throughout the region, the Southern Center initially established a series of functional networks designed to lead groups of cooperating educators and researchers in inventorying all applicable extension and research programs about specific rural problems. By providing extension with all the available knowledge about such rural issues as industrialization, health care, solid waste, etc., the Center provided a state-of-the-art knowledge base which community resource development specialists could use in determining their CRD programming. As this knowledge base on most rural issues enlarged, so did the means of achieving access to it. Modern information retrieval systems began to emerge. At the same time, the community development efforts of the extension service received a shot in the arm with Title V funding that led to the creation of even more effective and innovative programming. When this happened, a new need became apparent. State specialists wanted and needed to know more about successful community development programs initiated in other states. With some modification, many of these new programs could be duplicated in other states with similar needs. By pinpointing both a rural need and an ongoing extension program with potential for widespread regional use, the Southern Center began to shift its emphasis from networks designed to establish a state-of-the-art knowledge base to networks organized to transfer information, training materials, and program outlines.

With this shift in SRDC programming came a shift in priorities. Results of the 1980 census confirmed widespread renewal of population growth in rural and small town communities, but this renewed growth
occurred both selectively and, in some instances, excessively. Although the Florida Peninsula experienced a 70 percent increase in nonmetropolitan growth, the Mississippi Delta underwent a continued population loss. On the other hand, increased mining activities in a 26-county area overlapping Kentucky, Virginia, and West Virginia reversed an outmigration trend revealed in the 1970 census. Extension programming has spent a decade addressing the problems of rural outmigration such as that experienced in the Mississippi Delta, but community assistance programs aimed at coping with growth appear to be the new calling in the '80s.

While the Southern Center recognizes that the median income of rural and small town families is still a fifth lower than incomes of metropolitan families and that substandard housing, underemployment and poverty are still disproportionately rural, the Center also believes that a new emphasis must be placed on assisting our small communities in coping with growth. Although the landscape in rural America is still basically one of farms and forests, the people and their pursuits are overwhelmingly part of the nonfarm economy. With more exposure to city life and the mass media, rural Americans have become "urbanized" to the point of expecting the same community services and facilities as their metropolitan counterparts. Providing these services in the face of renewed growth is both expensive and difficult for local government leaders lacking the information, technical assistance and training necessary to resolve the problems of "urbanized" rural living. Many of these small communities have received an economic boost as a result of the popularity of the sun belt and the substantial shift of manufacturing to rural and small towns, but they are ill-prepared for the problems of a sudden rise in school population, water use, health care needs, sewer demands, etc. In addition, efforts to make the nation more self-
sufficient in energy have opened the doors of the South to mining and nuclear plants. With these trends on the increase, community leaders want to know beforehand what impacts of new growth can be expected in their communities. What will it cost in money and in the hard-to-define area of quality of life? How do they prepare for change and cope with growth? These are unique problems that do not alter the purpose and objectives of the Southern Center but do, however, dictate a change in priorities if the Center is to be more supportive of the efforts of the states in responding to current needs.

In the last decade the South remained the only region in the nation where the metropolitan growth rate was higher than the nonmetropolitan. In spite of this rural growth throughout America, the nation continues to be three-fourths metropolitan. Rural areas and rural people are a minority whose distinctive needs require special focus and tailored programs. Recognizing this need, the Southern Rural Development Center will continue to provide the best possible information and assistance to rural development efforts of the southern extension services and experiment stations through such means as the following:

1. Providing a central point for regional information gathering, interpretation, analysis, and dissemination

2. Communicating successful extension programming ideas through conferences, workshops, seminars, and publications

3. Serving as a linking mechanism for improved communication between states

4. Facilitating interaction between research and extension personnel

5. Providing staff training at regional and subregional levels

6. Providing funding for development of programming ideas with widespread regional application.
LEGISLATION AND FUNDING

In 1971 the Cooperative State Research Service made grants of $75,000 available to the four regional experiment station directors' associations for creation of a Rural Development Research Center. These centers acquired both research and extension functions when they accepted the 10 percent of Title V funds allocated for regional work in 1973. This was by administrative decision. They were not mentioned in the legislation and regulations for Title V.

The Southern Regional Rural Development Center was established by the regional directors of the extension services and experiment stations in 1974 under regulations issued by the U.S. Department of Agriculture. The centers were designed to support the various extension services and experiment stations in implementing Title V of the Rural Development Act of 1972. Under Title V each of the four centers has received $37,500 for research. In some years the extension allocation has been $62,500. In addition to these allocations, PL89-106 special grants of $75,000 have helped the centers bring together a staff which can provide leadership in supporting the states in rural development.

The Rural Development Policy Act of 1980 which replaced the Rural Development Act of 1972 earmarked $2.5 million for rural development extension work under Smith-Lever 3 (c) formula funds. Under Hatch funds, $1.5 million was earmarked for rural development. These funds include the monies previously provided the rural development centers but would only be available to the centers at the discretion of the various state directors. These monies were not made available to the Southern Center in FY 81.
The Extension Committee on Organization and Policy (ECOP) recommended that $62,500 be made available to each of the four regional centers for FY 81. This amount was provided by the SEA-Extension administrator. The FY 82 budget does not include funds for the centers and the availability of administrative monies is unknown. In the FY 83 budget ECOP has recommended that $500,000 be earmarked for the rural development centers under Smith-Lever 3 (d) formula funds which would provide $125,000 for each of the centers to undertake regional extension work in rural development. A similar recommendation has been made by the Experiment Station Committee on Organization and Policy (ESCO) pertaining to Hatch funds for regional research in rural development.

Special grant funds under PL89-106 for the regional centers have been made available for FY 81 and are included in the FY 82 budget with a 7 percent increase for operating costs. These funds are also provided in the FY 83 budget recommendations.

Thus, current center operations are being undertaken with extension and PL89-106 funds as described above and with carryover funds from Title V and PL89-106. All Title V carryover funds were essentially expended on March 31, 1981.

**ORGANIZATION**

Effective regional participation is a critical factor in the success of the Southern Rural Development Center. While the Center is physically located at Mississippi State University, the organizational structure of the SRDC has been designed to permit active involvement of representatives of other states in program determination. To insure the opportunity for strong regional participation, three elements have been included in the basic organizational concept (see Chart 1).
First, the composition of the Board of Directors has been designed to include membership from not only 1862 and 1890 institutions but also members from both the extension services and experiment stations throughout the South and representatives of the private sector within the region. In a seven-year period this has included 19 board members from 12 institutions and three board members from private industry in South Carolina, Texas and Alabama.

Second, the Southern Community Resource Development Committee includes representatives from each of the southern states and serves in an advisory role for determining program needs, program directions and program implementation.

Third, at least fourteen functional networks concerned with extension and research activities have been formed to give specific attention to pressing problems facing the rural South. Educators and scientists from numerous states collaborated to provide leadership in these efforts.

In addition to these specific coordinative mechanisms, contact has been established with numerous other regional groups concerned with rural development, e.g., the Southern Extension Public Affairs Committee, the Southeastern Community Development Association, the Southeastern Regional Council for Educational Improvement and the Southern Growth Policies Board.

Chart 1 depicts the organizational structure described above. The director and associate director are appointed on a one-half and one-fifth time basis respectively by the appropriate administrative officer(s) at Mississippi State University and Alcorn State University. Since considerable effort is devoted to publication and dissemination of information, a full-time editor position is required. A research associate has been
added to help fulfill the research functions of the Center.

Members of the SRDC Board of Directors are appointed for three-year terms by the respective regional organizations of Southern Directors of Experiment Stations and Extension Services. The board consists of nine members chosen in the following manner:

(a) Three state extension service representatives from 1862 institutions and one 1890 extension representative named by the chairman of the Southern Regional Extension Directors.

(b) Three state experiment station representatives and one 1890 research representative named by the chairman of the Southern Regional Experiment Station Directors.

(c) One member selected by those eight members appointed to represent the extension service and experiment stations. This member will represent the private sector within the region.

The Board of Directors elects its chairman from those appointed. Dr. W. M. Bost, director of the Cooperative Extension Service, Mississippi State University, has served consecutive three-year appointments as chairman since the Center's beginning in 1974.

Accounting, budgeting, personnel and other administrative services are furnished through the Cooperative Extension Service and the Experiment Station at Mississippi State University and Alcorn State University at no additional cost to the Center.

The director of the Southern Center is located at Mississippi State University and the associate director is located at Alcorn State University.

BOARD OF DIRECTORS

Members of the SRDC Board of Directors are chosen according to the organizational structure discussed above. Those currently serving as board members include the following:
Dr. W. M. Bost, Chairman
Director
Cooperative Extension Service
Mississippi State University
Mississippi State, MS 39762

Dr. Daniel Pfannstiel
Director
Cooperative Extension Service
Texas A & M University
College Station, TX 77843

Dr. D. M. Briggs
Assistant Director
Agricultural Experiment Station
University of Arkansas
Fayetteville, AR 72701

Dr. A. W. Snell
Agricultural Experiment Station
104 Barre Hall
Clemson University
Clemson, SC 29631

Mr. William H. Cranford
Director of Ag. Development
Central Power & Light Company
P. O. Box 2121
Corpus Christi, TX 78403

Dr. James I. Dawson
Associate Dean for Extension
Alabama A & M University
P. O. Box 53
Normal, AL 35762

Dr. R. Rodney Foil
Director
Mississippi Agricultural and
Forestry Experiment Station
Mississippi State, MS 39762

Dr. Talmadge DuVall
Director
Cooperative Extension Service
University of Georgia
Athens, GA 30601

Dr. B. D. Mayberry, Dean
School of Applied Sciences
Tuskegee Institute
Tuskegee Institute, AL 36088

Former board members include the following:

Mr. Sam H. Booker
Vice President of Marketing
Alabama Power Company

Dr. Charles P. Ellington
Director, Extension Service
University of Georgia

Dr. John L. Ragland
Assoc. Dir., Extension Service
University of Kentucky

Dr. Jarvis Miller
Director
Experiment Station
Texas A & M University

Dr. John W. Sites
Dean of Research
Agricultural Experiment Station
University of Florida

Mr. Robert A. Darr
The Federal Land Bank of Columbia
Columbia, SC

Dr. E. Broadus Browne
Assoc. Dir., Experiment Station
Director, Coastal Plain Exp. Station
University of Georgia

Dr. T. J. Whatley
Associate Dean
Agricultural Experiment Station
University of Tennessee

Dr. S. J. Parker, Dean
Division of Agriculture & Technology
University of Arkansas at Pine Bluff

Dr. Winfred Thomas, Dean
School of Agriculture and
Environmental Science
Alabama A&M University
Dr. A. D. Seale  
Associate Director  
Mississippi Agricultural and Forestry Experiment Station  
Mississippi State University  

Dr. K. R. Keller, Director  
Agricultural Experiment Station  
North Carolina State University  

Dr. George Hyatt, Jr.  
Director, Extension Service  
North Carolina State University  

**STAFF**

The current SRDC staff includes the following full-time and part-time staff members:

- William W. Linder, Director  
- Pamela H. Rodgers, Research Associate  
- Sue H. Jones, Editor  
- Bonnie Teater, Secretary  
- Mary Burkett, Secretary  
- David Miles, Printer  

The Southern Community Resource Development Committee serves in an advisory role to the Center for determining program needs, program directions and program implementation. The SEA-Extension, Community and Rural Development staff provides program information and support.

Other staff members formerly associated with the Southern Center include the following:

- Dr. William C. Boykin, Associate Director  
- Dr. Jay P. Chance, Assistant Director  
- Mr. Steven D. Hunt, Editor  
- Mrs. Blair Gaines, Editor  
- Mrs. Lucille Smith, Editorial Assistant  
- Mrs. Jewel Crawford, Secretary  
- Mrs. Betty Hoover, Secretary  
- Mrs. Marilyn Turner, Administrative Assistant  
- Mrs. Tina Hudson, Secretary  
- Miss Jacquelyn Richey, Student Intern
FUNCTIONAL NETWORKS

When the concept of regional rural development centers was first introduced, the U.S. Department of Agriculture identified four major areas of rural development. These included community services and facilities, people building, economic development and environmental improvement. In the first seven years of operation, the Southern Rural Development Center organized fourteen "functional networks" to give particular attention to one area or sub-area of these four major areas of concern. The network concept was based on the following guide words:

Functional—meaning practical, useful, accountable

Network—meaning cooperation, linkage, communication

The Southern Center initially established the functional networks to lead groups of cooperating educators and researchers in inventorying all applicable research and extension programs about specific rural problems (industrialization, health care, small farms, etc.). Not only did these networks provide an opportunity for interaction between extension and research personnel, but they also provided a state-of-the-art knowledge base which community resource development specialists could use in determining their CRD programming.

With primary support of Title V staff and funds and support from Cooperative States Research Service Special Funds (PL89-106), each network was chaired by one or more Center Associates. Scientists and educators from two or more states were appointed as cooperating members. After the basic tasks of inventorying were completed, the network was responsible for preparing information for three types of publications:

1. A four-page information sheet for general use (primarily intended for use by extension CRD specialists)
2. A more detailed synthesis for use by extension and research staffs and community leaders

3. A bibliography and/or other appropriate research publications.

An additional task of the network was to disseminate and interpret this information to other professionals throughout the southern region in order to support and assist CRD programming. Workshops became a primary means of achieving this goal as educators and researchers were brought together and updated on the current state of knowledge in a given area of rural development. Each functional network was dissolved as soon as its specific assignment was completed.

Center Associates for the various networks served without pay but the SRDC supported the program of work by providing research assistance, clerical assistance, travel money for the Center Associate and network members, publication money, etc. After signing an agreement with the Center Associate's cooperating institution, the Southern Center reimbursed the institution on a quarterly basis.

Of the fourteen networks organized under this plan, ten have been completed and four remain in progress. A list of Center Associates and the completed networks include the following:

Dr. Donald E. Voth
Mr. William Bonner
University of Arkansas

Dr. Arthur G. Cosby
Texas A&M University

Dr. Burl F. Long
Virginia Polytechnic Institute and State University

Dr. W. Arden Colette
University of Florida

Citizen Participation in Rural Development

A Synthesis of Evaluative Research Literature for Rural Development

Inventory and Appraisal of Research Concepts, Methods, and Results in Land Use Issues

Small Farm Operations
The four functional networks still in progress include:

Dr. Gerald Doeksen
Oklahoma State University
Development and Testing of a Working Model for Transfer of Computer Technology to County Officials

Ms. Pamela H. Rodgers
Mississippi State University
Effect of Taxation and Financial Management Policies on the Delivery of Community Services in Rural Areas of the States

Dr. Carlton R. Sollie
Mississippi State University
Development and Testing of an Innovative Model for Providing Operational Research for Community Decision Makers and Other Users

Dr. William W. Linder
Mississippi State University
Community Services and Facilities Research Needs
RURAL DEVELOPMENT TRAINING PACKET

One of the most well received publishing efforts of the Southern Rural Development Center was the rural development training packet. The attractive packet contained a basic training manual of six components, varied teachers' guides, and learning aids designed to "train the trainer" in rural development. The "Training for Rural Development" packet was the result of two years of work by the Southern Center's Project Development Network, a group of 20 representatives from land-grant universities, federal agencies, and other firms and agencies with rural development interests.

The materials in the packet were tested thoroughly prior to publication and then introduced to rural development professionals during a three-day workshop in 1978. The workshop drew 41 participants from 12 southern states. Two packets were given to each of the states in the southern region.

Funded by the Rural Development Service in Washington, the training packet was first introduced in the South and later distributed nationwide after additional support financed a second printing. In cooperation with the funding agency, the Farmers Home Administration, the USDA and three other regional rural development centers, the Southern Center conducted a National Orientation Workshop to train regional teams in the use of the packet. These teams were prepared to return to their respective regions and conduct regionwide "train the trainer" workshops in the use of the packet.

The SRDC continues to disseminate the rural development training packet and periodically answers requests from as far as Thailand and
India. The text from the packet was used in the 1980 annual conference for Future Farmers of America in Washington, D.C. In addition, Virginia Polytechnic Institute and State University uses the training curriculum materials to conduct rural leaders' schools within the state. In a paper presented to a national meeting of the Cooperative Extension Service, Marilyn Grantham of the VPI Center for Volunteer Development described the use of the training packet in rural leadership schools as "almost entirely a positive experience." She reported that the schools generally enabled the development of new cross-sectional leadership groups in the localities where they occurred and provided a much-needed link between the extension and research educational phases of Virginia's Title V Rural Development Program. Illinois Extension Service staff members also complimented the packet as "some of the best training materials we have ever seen." The University of Georgia Rural Development Center in Tifton, Georgia, continues to use the packet in training seminars.

About 225 of the original 300 packets have been distributed. In addition to offering the complete training packet, the Southern Center provides instructor and student manuals to replenish packets already purchased.

LOCAL GOVERNMENT DEMONSTRATION PROJECT

Under the PL89-106 Project and with the help of special funds from SEA-Extension, the SRDC continues to underwrite about 50 percent of the expenses of a circuit-rider for the Community Technology Initiatives Program (CTIP) to test one of the models being developed. Public
Technology Incorporated (PTI) provides program management for CTIP, which has seven circuit-riders. PTI is a national research and development effort for local and state governments that acts as the CTIP secretariat and provides program management. Gary Holland fills the circuit-rider position partially underwritten by the Southern Center. Holland is located in Stillwater, Oklahoma, but serves in addition to Stillwater the cities of Bryan, Texas; Clayton, Missouri; and Ottawa, Kansas. This project is designed to demonstrate the "linking" capacity of the USDA-Extension/Research network with the PTI initiative involving the federal laboratories and National Science Foundation.

AGRICULTURAL LANDS STUDY

Concern for the future of our farmland became a national concern in 1979 when the USDA combined with eleven federal agencies, state and local governments and public interest groups to conduct the National Agricultural Lands Study. The Southern Rural Development Center was given the task of coordinating four public workshops throughout the Southeastern United States to examine the extent and causes of land conversion to other uses and the various ways it might be retained for agriculture.

Nearly 400 persons representing such groups as small farmers, commercial farmers, realtors, recreationists, home builders, mining industries, government officials and others attended workshops held in four locations: Tallahassee, Florida; Irving, Texas; Burlington, North Carolina; and Memphis, Tennessee. In addition to the four workshops, the SRDC prepared six case studies from throughout the Southeast citing
the loss of agricultural land and the circumstances involved. The
proceedings from the workshops were printed in four separate publications
and distributed to workshop participants, USDA officials and other
interested persons. These proceedings were summarized and combined
with the case studies to form the content of a feature issue of the
SRDC magazine.

INFORMATION DISSEMINATION

Serving the rural development clientele at the land-grant universities
by making available timely and useful information continues to be one of
the main efforts of the Southern Center. One way this task is accomplished
is through a constant publishing effort to provide educators and researchers
with up-to-date information relevant to the problems of rural Southerners.
Rural development and community resource development staffs have needed
an information funnel for the region and a centralized flow of pertinent
facts, figures, reports of program accomplishments, and designs for
action. The SRDC has sought to provide a cohesive, centralized information
source for the region. The Center issues regular reports on activities
of regional interest and meets special or short-term needs for publications
when necessary. The SRDC Publications Series and the magazine, Rural
Development Research Education, provide a forum for exchange of rural
development information important to the region.

In terms of "visibility," it is these publications and information-
sharing projects which have brought the largest expression of appreciation
to the Center from its clientele at the land-grant universities. Responses
from educators and practitioners have indicated that SRDC publications
and information work have proven useful and beneficial in furthering the educational programs of these staffs.

With the acquisition of equipment for offset printing (on a limited scale), the Southern Center has developed the capability to produce publications under its own roof. This capability means improved service to the states when a quick response is required to fill an information or publications need. A timely product of professional quality can be made available upon request and at some savings over usual commercial and university printing costs. The ability to be of service on short notice is vital to the Center's information dissemination efforts.

**SRDC Publications Series**

The SRDC Publications Series contains 39 titles. Some of these publications were developed as specific responses to an immediate need while others were regular reports. The series includes the following listings:

<table>
<thead>
<tr>
<th>Series Number</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Program of Work (revised, 1975)</td>
</tr>
<tr>
<td>2</td>
<td>Rural Development Research at Land-Grant Institutions in the South (revised, 1977)</td>
</tr>
<tr>
<td>3</td>
<td>Pamphlet: The Southern Rural Development Center</td>
</tr>
<tr>
<td>4</td>
<td>Personnel in Rural Development (Southern Region)</td>
</tr>
<tr>
<td>5</td>
<td>1974 SRDC Progress Report</td>
</tr>
<tr>
<td>6</td>
<td>Community Resource Development Publications List</td>
</tr>
<tr>
<td>7</td>
<td>Analyzing Impacts of Community Development by Donald Nelson and Claude F. Bennett, Extension Service, USDA</td>
</tr>
<tr>
<td>8</td>
<td>Community Source Book (information sources for rural development, published for University of Kentucky)</td>
</tr>
<tr>
<td>9</td>
<td>The Progress and Promise of Title V (Summary of 1975 Title V programs in region)</td>
</tr>
<tr>
<td>Number</td>
<td>Title</td>
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<td>----------------------------------------------------------------------</td>
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<tr>
<td>10</td>
<td>1975 Annual Progress Report</td>
</tr>
<tr>
<td>11</td>
<td>Land Use Needs and Policy Alternatives</td>
</tr>
<tr>
<td>12</td>
<td>Summary of Quarterly Reports, SRDC Functional Networks, Winter, 1976</td>
</tr>
<tr>
<td>13</td>
<td>Rural Development Staffs, Cooperative Extension Services</td>
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<tr>
<td>14</td>
<td>Slide Narration &quot;The Southern Rural Development Center&quot; (to accompany slide presentation only)</td>
</tr>
<tr>
<td>15</td>
<td>Annual Progress Report, 1976</td>
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<tr>
<td>16</td>
<td>Summary of Quarterly Reports, SRDC Functional Networks, Spring, 1976</td>
</tr>
<tr>
<td>17</td>
<td>Special Report on Federal Grants</td>
</tr>
<tr>
<td>18</td>
<td>Social Impacts of Nonmetro Industrial Growth: A Bibliography by Dr. Gene F. Summers and Dr. Arne Selvik</td>
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<tr>
<td>19</td>
<td>Sociological Research in Rural Development by Dr. John Dunkelberger, Dr. Edward Moe, and Dr. Kenneth Pigg</td>
</tr>
<tr>
<td>20</td>
<td>Summary of Quarterly Reports, SRDC Functional Networks, Summer, 1976</td>
</tr>
<tr>
<td>21</td>
<td>Annual Report, SRDC Functional Networks, 1976-77</td>
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<tr>
<td>22</td>
<td>SRDC Plan of Work Southern States' Title V Programs, 1978</td>
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<tr>
<td>23</td>
<td>Annual Progress Report, 1977</td>
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<tr>
<td>24</td>
<td>SRDC Plan of Work, Southern States' Title V Programs, 1978</td>
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<tr>
<td>25</td>
<td>Housing Project Ideas</td>
</tr>
<tr>
<td>26</td>
<td>Agricultural Economics Perspective: Issues and Application by Dr. James E. Martin, Dr. Luther Tweeten, Dr. J. Michael Sprott and Dr. J. D. Williamson, Jr.</td>
</tr>
<tr>
<td>27</td>
<td>How New Industry Will Affect Your Community by Dr. Eldon Smith</td>
</tr>
<tr>
<td>28</td>
<td>Annual Progress Report, 1978</td>
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<tr>
<td>29</td>
<td>Community Development—Southern Style</td>
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<td>30</td>
<td>SRDC Plan of Work Southern States' Title V Programs, 1979</td>
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<tr>
<td>31</td>
<td>Regional Perspectives in Rural Development</td>
</tr>
</tbody>
</table>
Bibliographies and Synthesis Papers

Publication of a bibliography and synthesis paper have been among the outcomes of each of the Southern Center functional networks. These networks were designed to provide a state-of-the-art knowledge base for use by community development specialists in determining CRD programming. A list of these publications includes the following:

<table>
<thead>
<tr>
<th>Series Number</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Bibliography: Industrialization of Rural Areas</td>
</tr>
<tr>
<td>1A</td>
<td>Synthesis: How New Manufacturing Industry Affects Rural Areas</td>
</tr>
<tr>
<td>1B</td>
<td>Synthesis: Industrialization of Rural Areas</td>
</tr>
<tr>
<td>2</td>
<td>Bibliography: Resources in Evaluation for Rural Development</td>
</tr>
<tr>
<td>2</td>
<td>Synthesis: Resources in Evaluation for Rural Development</td>
</tr>
<tr>
<td>3</td>
<td>Bibliography: Solid Waste Disposal and Financing</td>
</tr>
<tr>
<td>3</td>
<td>Synthesis: Solid Waste Disposal and Financing</td>
</tr>
<tr>
<td>4</td>
<td>Bibliography: Small Farm Operations</td>
</tr>
<tr>
<td>4</td>
<td>Synthesis: The Role of Communication and Attitudes in Small Farm Programs</td>
</tr>
</tbody>
</table>
SRDC Magazine

To aid in disseminating valuable and pertinent rural development research and programming information throughout the South, the Southern Center began publication of a magazine in 1976. The introductory issue of Rural Development Research and Education featured reports of ongoing extension and research programs with emphasis on results and implications for change. The second issue established a departmental format.

FEATURE ARTICLES highlighting extension and research programs of merit as examples to professionals, educators, and researchers in rural development within the region.
OPINION ARTICLES examining critical issues confronting extension and research practitioners in rural development and emphasizing implications for program planning and research.

PROGRAM NOTES providing brief summaries of noteworthy rural development educational or assistance programs.

RESEARCH NOTES providing brief summaries of empirical research projects underway or recently completed.

NEWS AND NOTES reporting events and personalities of interest to the region.

The magazine has generated considerable interest within and outside the southern region. In addition to a regular distribution to educators and researchers, the SRDC receives many requests for subscriptions and sample copies from people involved in community development, civic improvement, recreation planning, government, and a variety of organizations and agencies working in rural development. More than 1,600 copies of each issue is distributed quarterly.

Slide Show

A slide show has been prepared to help tell the story and work of the Southern Center. It includes a printed guide and a carousel of 118 slides with a 15½-minute cassette which contains pulses to change frames automatically. The show was premiered at the annual Mississippi Rural Development Committee meeting attended by the Assistant Secretary of Agriculture.

Prepared primarily for orientation sessions, the show is adaptable for use with other audiences and as part of reports or presentations given by the Center staff. The slide show opens with dramatic and quick shots of what is happening in the changing rural South. It then moves to an explanation of the role that the Southern Center is playing in helping to bring about this transition to a better way of life.
Highlight of Special Publications

1. **Title V Is a Good Buy**—As the Center staff evaluated the incoming Title V reports in late 1975, it became obvious that a wider distribution of these program achievements was needed to demonstrate that "Title V is a good buy." Each state offered one special success story, a joint extension-research program achievement to tangibly aid rural development and affect the lives and well being of rural people in the state. These folders highlighted the fact that Title V programs did produce results dramatically beyond the dollars directly invested and that rural people felt this impact on their homes, jobs, and pocketbooks. The fourteen folders in the series received considerable attention as a means of highlighting the excellent progress made in state rural development programs under Title V.

2. **Rural Development Literature — An Annotated Bibliography, 1969-75**—A project undertaken in late 1975 for the National Agricultural Library in Beltsville, Maryland, came to completion during 1976. The SRDC was asked to prepare an annotated bibliography of rural development literature with special assistance and funding from NAL, the Rural Development Service, USDA, and Title V funds. The annotated bibliography was intended as a useful starting point for community leaders, rural development committees, researchers, and community resource development (CRD) personnel in identifying and obtaining literature or information for program design and implementation. Seven subjects often neglected or less readily known to CRD personnel and rural development committees received concentrated attention:
Fire and Emergency Services
Health Care Delivery Systems
Sanitary Services and Sewage Systems
Manpower Training and Vocational Education
Public Recreational Facilities and Planning
Local Government Structure and Taxation
Rural Housing

Other important areas such as land use planning were not included because of the proliferation of literature in such areas. Only publications directly treating rural development in the United States were included, and emphasis was placed on national or regional applicability. A few local studies or findings which could serve as models were cited, however. Hundreds of letters were sent to rural development personnel, agencies, and organizations throughout the United States for information, bibliographies, and copies of materials. People knowledgeable in specialized fields were asked to recommend sources and citations and to review the final compilations. These sources of information served as a useful adjunct to the bibliography and together they provided those involved in rural development with a new base of knowledge.

3. Community Development...Southern Style--This publication was published by the Southern Center with the assistance and at the request of the Southern Regional Community Resource Development Committee. The 40-page magazine presented brief descriptions of extension community resource development functions, goals, and opportunities through a collection of case studies. Its purpose was to provide extension, university administrators and staff, public officials, and citizens and taxpayers of the southern states a glimpse of the processes and impacts of local citizens working with extension to solve local community problems. Instead of
facts and figures, this report contained stories about southern people in communities made richer and more productive through increased knowledge and understanding.

SRDC Library and Materials-On-Loan Program

More than 1,500 publications on all phases of rural development comprise the SRDC library. Individual publications can be provided on a loan basis to professionals throughout the region or copies can be made of the literally hundreds of articles and publications submitted by extension educators, researchers, and public and private agencies involved in rural development.

In addition to publications, the SRDC library contains a limited number of rural development training aids which can be loaned to professionals within the region. These include the following:

1. Asking, Listening, and Telling: A Citizen Participation Series--This set of materials clarifies, visualizes, and specifies action to implement citizen participation and provides the basis for an educational experience lasting 4 to 12 hours (all day workshop or series of seminars). The material is provided within a video cassette developed by the University of Wisconsin-Extension Photographic Media Center.

2. Beat the Issue: A Game of Land Use Choices--This is a land use choice game designed to be played by 4 - 10 players and a Gamemaster. The game introduces the basic principles of land use choices and helps players understand which individuals and groups are responsible for land use decisions. Principles learned on specific game issues can be applied in the future to other land use choices and to real community decisions.
3. **The Information Cycle**—This 20-minute video cassette explains the Technical Information Systems available for information retrieval through the National Agricultural Library at Beltsville, Maryland.

4. **Title V...An Evaluation**—A 20-minute video cassette produced by the USDA-Extension as an evaluation of the Title V program.


**Special Communications**

Occasionally the opportunity arises to be of special assistance in answering an immediate need expressed by professionals within the region. A recent example might be the efforts of the SRDC in locating each State Data Center Program established by the Bureau of Census within the South. Since many extension and research professionals within the region were uncertain how to obtain the latest census information, the Southern Center responded to this need by providing each state with a listing of the major coordinating state agencies for the State Data Center and a listing of the various types of services offered.
REGIONAL WORKSHOPS

A basic, underlying tenet of the Southern Center has been to provide personnel training and support to the various states in helping them meet the rural development needs of their people. Toward this end a variety of resource persons from various disciplines have been made available through workshops and seminars focusing on problems common to the southern states. A constant emphasis of the Center has been extension-research communication, dialogue and joint programming.

In the seven-year history of the Southern Center, twenty-seven workshops have been either fully or partially supported by the Center. In other instances, however, the Center has provided funds for professionals in the region to attend conferences in their area of interest or to travel to conferences as part of the planning committee or as a program participant in an information dissemination effort. While the conference itself might not have been funded by the Center, the individual participation of professionals within the region was made possible through SRDC funding. A listing and description of those conferences either fully or partially funded by the Southern Center include the following:

Extension Local Government Training Workshop

The Southern Center is combining with other regional rural development centers in providing partial support for a spring 1981 conference for extension personnel working with local governments. The conference emerged out of an ECOP Task Force recommendation that the Cooperative Extension Service make a major effort to expand its educational programming related to local government. The Kansas City workshop will consist of four basic
sessions: citizenship education and participation, public officials training, financial management and economic impact analysis, and technology transfer.

Southern Regional Public Policy Workshop

Extension personnel have long pondered their role in public policy education, and in 1980 the SRDC in cooperation with the Farm Foundation sponsored the Southern Regional Public Policy Workshop in Olive Branch, Mississippi. Eighty-six participants representing all extension program areas dealt with workshop topics such as the following:

Why be interested?

How are decisions made?

What are the issues?

Special presentations were made by Dr. R. J. Hildreth, managing director of the Farm Foundation; Dr. William G. Lesher, staff economist with the Senate Committee on Agriculture, Nutrition and Forestry; Dr. Barry Flinchbaugh, presidential assistant from Kansas State University; and Dr. Verne House, public policy specialist from Montana State University.

Research Needs in Rural Development and Community Services and Facilities

Nearly 20 research representatives from 14 regional land-grant institutions met recently in Atlanta to discuss a rural development research agenda for the 1980s. The Southern Center conducted a research needs survey to aid in identifying priorities for rural development and community services and facilities research. These priorities served as at least one basis for establishing topics for grants to be funded by the SRDC. In addition to the research needs survey, the Center disseminated the findings of the functional network on providing operational research to community decision makers.
Budgeting for Community Services

One example of SRDC efforts to bring extension and research personnel across state lines to focus on a common regional problem was the "Budgeting for Community Services: Health Care and Related Needs" workshop at Mississippi State University during the summer of 1980. As one of the final functions of the Health Care Network directed by Dr. David Mustian of North Carolina State University, the workshop stressed health care services provided by local governments. The program was designed to give one extension worker and one research specialist from each state "hands on" experience with developing a computerized budget system to assist local leaders in predicting the cost of providing health clinics, ambulance services and other vital community services. In addition to demonstrating the use of cost budgets, the workshop provided each extension specialist and researcher with a means of aiding local communities in determining point-of-origin location and cost efficiency routing systems for ambulances and other community services (i.e., school buses, garbage trucks).

Evaluating Professional Improvement Programs of Agents Association

The Center cooperated with Pennsylvania State University and other regional centers in helping to sponsor a 1980 evaluation workshop for national committee chairmen of the National Association of County Agricultural Agents. Workshop instructors emphasized evaluation procedures and helped participants develop an evaluation strategy for various professional improvement programs.

National Agricultural Lands Study Workshops

As a participant in the USDA National Agricultural Lands Study, the Southern Rural Development Center was given the task of coordinating
four public workshops throughout the Southeastern United States to examine the extent and causes of land conversion to other uses and the various ways it might be retained for agriculture. Nearly 400 persons representing such groups as small farmers, commercial farmers, realtors, recreationists, home builders, mining industries, government officials and others attended workshops held in four locations during 1979-80: Tallahassee, Florida; Irving, Texas; Burlington, North Carolina; and Memphis, Tennessee. The proceedings from the workshops were printed in four separate publications and distributed to workshop participants, USDA officials and other interested persons. These proceedings were summarized and combined with six land use case studies to form the content of a feature issue of the SRDC magazine.

Conference on Rural Development and the Predominately Black Institutions

About 200 representatives from all 17 of the nation’s black land-grant institutions as well as selected community leaders from 16 southern states met February 19-21, 1981, in Houston, Texas, to discuss strategy in promoting development in rural communities. The Southern Rural Development Center assisted the U. S. Department of Agriculture (SEA/Extension and the Farmers Home Administration), the Farm Foundation and the Ford Foundation in funding the conference. Twenty planning committee members from 15 institutions and agencies planned the program while Prairie View A & M University served as the primary coordinator in cooperation with the Southern Rural Development Center, Texas A & M University, the University of Texas, and the Emergency Land Fund. The conference provided a platform to discuss some of the major problems confronting rural dwellers including the role of black land-grant institutions and other public and private organizations in the economic development of rural communities,
the structure of black rural labor markets, the problems of black land ownership, and the effects of urban orientation.

Centennial Conference on Rural Development

More than 130 persons attended the Tuskegee Institute Centennial Conference on Rural Development conducted September 21-23, 1980, on the Tuskegee campus. The conference was jointly sponsored by the Tuskegee Institute Division of Behavioral Science, the Southern Rural Development Center, and the Farm Foundation. In addition to inviting Cooperative Extension Service personnel from the 1890 land-grant colleges, the conference also brought together a select group of 1890 land-grant institution researchers in the areas of nursing, home economics, continuing education, and social and behavioral sciences. Stressing implications for research, service and community development, the conference focused on the problems of rural black women, black elderly, black children and black return migrants.

Training for Rural Development Workshops

Five workshops resulted from SRDC efforts to prepare and disseminate a rural development training packet introduced as a "do-it-yourself" approach to rural development. An orientation workshop in 1978 brought extension professionals from throughout the South to Starkville, Mississippi, for an introduction to the training packet and curriculum materials. An enthusiastic reception from the states prompted a second printing of the packet for nationwide distribution. A second conference sponsored by all four regional rural development centers convened in St. Louis during 1979 as the training materials received national exposure. The Southern Center provided money for one additional workshop in each of the other rural development regions.
Rural Industrialization in the South

This workshop was an outgrowth of the SRDC rural industrialization functional network. The bibliography and synthesis papers of the network served as a background for a 1979 program in New Orleans evaluating and extending the ideas and factual findings of past research on rural industrialization. The workshop provided an opportunity for educators and representatives of promotional and financing agencies to interact with researchers to (1) interpret and evaluate the application of research materials to the policies and programs of their respective agencies or institutions, (2) identify important gaps in knowledge and (3) evaluate the major technical and methodological problems confronted by researchers in trying to fill these gaps. Topics dealt with in the workshop included research needs and priorities, plant site development, effects of industrialization on communities, and opportunities for development.

Housing Workshop

After completing a thorough inventory of research applicable to rural housing problems, the SRDC functional network on housing hosted a 1978 workshop in Knoxville, Tennessee. Network leaders led workshop participants in a discussion of policy and extension program implications which might result from research findings of the housing network.

Citizen Participation in Rural Development

A Workshop to disseminate the findings of the functional network on citizen participation in rural development convened in 1978 at the University of Georgia Rural Development Center, Tifton, Georgia. Thirty-four participants from 10 southern states attended the meeting.
Communication and Small Farms Programs

As an outgrowth of the SRDC functional network on small farms, this 1977 workshop was held on the campus of the University of Florida and jointly sponsored by the Southern Center and the Rural Development Center and Food and Resource Economics Department of the Institute of Food and Agricultural Sciences, University of Florida. Workshop goals included a greater understanding of the principles of communication, diffusion of innovation, and development of extension programs directed toward small farm audiences. Featured speaker for the workshop was Dr. Everett M. Rogers, professor of communications and sociology at Stanford University and a nationally recognized authority on communication in rural societies. Eighty-three participants from 1862 and 1890 institutions throughout the region attended the two-day meeting.

Evaluation in Rural Development

The first of three meetings planned by members of the functional network on rural development program evaluation met in New Orleans during 1975. This meeting provided a forum for interaction concerning the need for evaluation, the problems and responsibilities of evaluators in rural development programs, and the process and plans of the present project. A second meeting involved a session at the 1976 meeting in Mobile, Alabama, of the Rural Sociology Section of the Southern Association of Agricultural Scientists. In this session, members of the SRDC functional network presented four papers related to evaluating rural development programs. A third workshop met in 1977 at Mississippi State University and featured Dr. Andres Steinmetz as workshop director. Dr. Steinmetz is founder of
a private firm in Virginia specializing in program evaluation and development. The three-and-a-half-day intensive workshop provided an effective approach to designing a rural development program and including an evaluation plan as a vital part of the program design.

**Evaluation of Title V Orientation**

In 1977 the Center sponsored an orientation workshop for the southern states to assist Title V personnel in responding to the questionnaires prepared by the National Evaluation Group on Title V.

**Clergy Continuing Education**

The Southern Center in cooperation with the Farm Foundation co-sponsored a workshop on Clergy Continuing Education. This 1977 meeting provided an opportunity for representatives from the 1862 and 1890 institutions to explore the role of the clergy in the rural South and the possibilities of developing effective educational programs for the clergy.

**Quality Housing for Low-Income Families**

In cooperation with the Tennessee Valley Authority and the S-95 Southern Regional Housing Research Committee, the Center sponsored a three-day workshop in 1975 on "Quality Housing for Low-Income Rural Families." About 150 individuals attended.

**Land Use Issues Workshop**

An additional workshop participated in by the SRDC in 1975 was the Regional Land Use Workshop where representatives of the Southern Land Economics Research Committee (SLERC), the Southern Public Policy Affairs
Committee, and the Extension Community Resource Development Committee met to discuss regional issues pertaining to land use and the possibilities of a regional training effort. Bridging the gap in communication between research and extension requires coordination of four sectors: research, extension, industry, and users. The workshop developed an effort to establish a joint communication network for increased awareness of needs and goals of each of these sectors.

Aspirations of Rural Youth

The S-81, later known as S-114, Research Technical Committee asked the Center in 1975 to help acquaint action agencies with the project, establish closer working relationships, and obtain ideas for future research. SRDC provided financial support for a discussion meeting which led to concrete suggestions for the course of current and future research projects. Of the 16 persons attending, only one had previously heard of the S-81 committee's work.

Other Conference Participation

The following information is an incomplete listing of SRDC involvement in information dissemination through conferences and workshops not funded by the Center. Although incomplete, the list does demonstrate the continued efforts of the Center to assist and support its clientele at land-grant institutions throughout the South.

--The Center provided travel expenses for Dr. Daniel Godfrey, Administrator of Extension Programs at North Carolina A & T State University, and Mr. J. B. Williams, state community resource development leader in Arkansas, to serve as southern representatives to the recent "CRD in the '80s" meeting in Washington, D. C.
--An SRDC staff member served on the steering committee for regional workshops on designing education programs for health agency boards. The workshops were funded by the Kellogg Foundation and sponsored by the Institute for Health Planning and the Pennsylvania State University Cooperative Extension Service.

--The SRDC director responded to a request to discuss rural educational needs at "The Second Conference on the Future of Education in the Southeast." The conference was held during the fall of 1980 in Orlando, Florida.

--The director discussed operation of small documentation centers within an information network during the 1979 Agricultural Information Conference in Washington, D. C. The conference was sponsored by the Technical Information Systems of the USDA-SEA and met in conjunction with the annual meeting of the National Association of State Universities and Land-Grant Colleges.

--The Center director spoke on "Technological Innovation and the Small Town" during the 1979 dedication of the Center for Small Town Research and Design at Mississippi State University.

--The Center director met with the Office of Tributary Area Development (TAD) of the Tennessee Valley Authority to discuss areas of mutual interest and possibilities for cooperative undertakings.

--Members of the SRDC functional network on transfer payments presented a symposium during the 1978 meeting of the American Agricultural Economics Association at Virginia Polytechnic Institute and State University.

--Members of the SRDC Solid Waste Disposal and Financing Network presented their findings in 1977 at such meetings as the Non-Metropolitan Community Services Workshop in Columbus, Ohio; the Statewide Area Agents
Training Session at Oklahoma State University; the National Rural Leaders School at Lake Guntersville, Alabama; and the statewide meeting of the Division of Continuing Education at the University of Florida.

--Members of the SRDC functional network on educational needs projection organized and presented two sessions in the Rural Sociology Section of the 1977 Southern Association of Agricultural Scientists meeting in Atlanta.

--The SRDC director served on the planning committee for the regional "Roundtables on Rural Development" conference sponsored by the Rural Development Service. The objective of the conference was to provide a forum for leaders in all levels of government and in the private sector to exchange information and techniques in the rural development process.

--Two members of the SRDC staff attended a meeting of the Southern Growth Policies Board and worked with the board in preparing a resource book entitled Local Growth Management Guidebook.

--At the request of South Carolina, the Southern Center underwrote the expenses of Mr. J. B. Williams, state community resource development leader in Arkansas, to conduct a two-day workshop in Leadership for Leaders in Community Resource Development.

--The SRDC research associate is assisting in a statewide extension effort in Mississippi to plan six financial management workshops on grant management, cash management, and better budgeting tools and practices. Training materials from these workshops will be made available to extension services throughout the South.
CURRENT AND FUTURE DIRECTIONS

The Global 2000 Report to the President indicates that "the world in 2000 will be more crowded, more polluted, less stable ecologically, and more vulnerable to disruption than the world we live in now. Serious stresses involving population, resources, and environment are clearly visible ahead." In addition, a special section of the October 15, 1979, issue of the U.S. News & World Report stated, "Never have Americans looked ahead to a new decade with more uncertainty than they do now with the approach of the 1980s. Emerging from the 1970s is a nation aware of limits on its natural resources, a decline in global security, and its failure so far to solve the great worries of seemingly nonstop inflation and energy shortages, let alone social conflicts at home and rising questions about U.S. leadership abroad." A review of the headlines of the special report give a picture of the challenges that lie ahead:

--Taking Shape: A Bigger and Different Population. As America adds 21 million people, the new mix of ages, races, regional spread will affect business, crime, even taxes.

--How Life's Pulse Will Change in Next 10 Years. Surprises aplenty --home computers, an entertainment explosion, new ways to cook, an electric car and much more--will transform people's habits, setting the stage for further advances in the years beyond.

--Outlook for Business, Jobs, Profits, Prices. Despite today's recession and running inflation, look for better times to move in--assuming that the nation gets its energy house in order.

--Exciting Times in Science and Technology. Out of the laboratories are coming advances that point to wide changes in the way Americans live and work--on Earth and in space.

--As the Cities Seek a New Role. From industrial center to hub of services and leisure--making the shift is the overriding problem facing the nation's urban giants.
--Last Hurrah for Old-Time Politics? Parties, candidates, voters—they're all due for new roles in what promises to be tougher, more unpredictable elections of the future.

--Family's Chances of Survival--A difficult decade lies ahead for the nation's households. Major adjustments will come, but in the end, families are expected to endure.

--Whatever You Want, a School Will Teach It. Innovations will spread; pressure for higher standards will grow as educators seek to cope with changing times and sliding enrollments.

--No Easing of Turmoil in the Workplace. Women, blacks, Hispanics and other restive groups will be stepping up their drive for advancement. Unions stand to gain in a time of agitation.

These changes will naturally impact on the South and on institutions—such as the land-grant system—which are designed to provide educational programs to people. Because of the interrelationship between economic sectors, these changes will likewise affect the way agriculture will be practiced and the way it will relate to other sectors of the economy. Since the extension services and experiment stations have traditionally given primary attention to the agricultural sector, any future directions in rural development should be related to that priority. Much of the rural development work would be classified within the institutional or tertiary sector of the modern agricultural industry as described in a recent paper by Dr. Michael L. Wise, Clemson University. Dr. Wise identifies the other two sectors as (1) production or primary and (2) intermediate or secondary. He notes that all three are related and that one is not independent of the other. "It is vital that Cooperative Extension Service (and Experiment Station) programming recognize that the institutional sector has increasingly important effects on agricultural production," Dr. Wise writes. He further notes that institutional issues, even local ones, affect the level of output and the income and the wealth positions of producers. "The supply of intermediate sector services is expanded or reduced in response to policies set by local
decision making groups....To ignore these facts may be a short-run option for CES (and Experiment Station) programming, but a long-run commitment to agriculture requires realistic programs which deal with local institutional issues affecting producers."

Emphasizing that rural development programming is not independent of agriculture or vice versa, Dr. Wise stresses that "to meet the current and future educational needs of farmers, farm families and rural citizens, the Cooperative Extension Service (and Experiment Station) should emphasize programs (research) on local public affairs, local government and policy education." Wise asserts that it is not a situation of "either-or" but one of mutual concern.

The extension services and experiment stations of the land-grant system have an obligation to recognize this interrelationship and to promote understanding of it throughout their education and research programs. When viewed in this manner, administrators in the land-grant system will be more able to support the dollars and manpower spent in rural development programs as being germane to the central mission of the Cooperative Extension Service and the Agricultural Experiment Stations.

Accepting this view of the relationship between rural development and production agriculture, the Southern Rural Development Center is committed to the current and projected programs designed to provide the best possible information and assistance to southern extension services and experiment stations. Current and future programs include:

A. SRDC Program Development and Administration

Basic needs for the Southern Center in the area of administrative support services include personnel salary support, space rental, equipment maintenance, travel support, and communication expenses (telephone, postage, copier).
As the SRDC moves to implement regional efforts, programs may be adapted, new networks formed and other activities undertaken to provide appropriate support to the various state extension services and experiment stations. Means of achieving these efforts include the following:

--serving as a central point for regional information gathering, interpretation, analysis and dissemination

--communicating results of successful extension programs and research findings throughout the region via conferences, workshops, seminars, publications & proceedings

--developing training materials and/or training packages for use within the various states so that the states would not have to independently develop materials to respond to a similar need

--conducting professional development workshops on a multi-state basis to help increase the competency and/or effectiveness of rural development researchers and extension personnel in the various states. Could use a variety of multi-media materials including video tapes and slide tapes.

--conducting applied research or synthesis-type research on problems of a regional nature, i.e. pulling together what is known about a particular problem

--conducting regional training and research needs assessment

--serving as a linking mechanism between land-grant and nonland-grant regional groups such as the Southern Growth Policies Board, the Southern Legislative Conference and other developmental groups

--identifying funding sources for projects or research such as foundations or special grants

--providing seed monies for innovative extension programming or regional research

--serving as a resource to the various regional committees or projects concerned with rural development

--facilitating interaction between research and extension personnel throughout the region

--establishing communication networks between people with similar interest to exchange ideas, develop programs or projects

--creating a data base on a variety of topics for use by extension and research personnel
B. Publications and Editorial Assistance

Recording and disseminating what is taking place and what is being established in rural development throughout the region is one of the priorities of the Center. One way this task is accomplished is through a constant publishing effort to provide educators and researchers with up-to-date information relevant to the problems of the rural South.

The Center will publish two issues (FY 81) of *Rural Development Research and Education* in order to highlight in-depth, feature-length stories of ongoing extension programs and research projects which might have widespread application throughout the South. In addition, three issues of a newly created newsletter, *SRDC Capsules*, will provide extension and research communities with brief reports of rural development work being done in other states. Both publications will be distributed to nearly 1,600 persons working with land-grant institutions, public and private agencies, and local government.

The Southern Center editor will assist in the development of extension training materials which are expected to be outgrowths of such SRDC networks as local government decision-making, rural crime, small business, etc. The editor will provide editorial assistance with bibliographies and synthesis papers resulting from network projects and assist in developing workshop materials when necessary. A manual on Community Development training will be published cooperatively with the Training Committee of the Southern Community Resource Development Committee.

In answer to a request for a statewide newspaper series on the problems of land use in the South, the SRDC editor will prepare a series of articles based on case studies conducted in six Southern locations during the National Agricultural Lands Study. This newspaper series will
be made available to all information departments in the Southern states for distribution throughout the South according to their discretion.

Upon conclusion of the fiscal year, the SRDC editor will prepare an annual report detailing accomplishments of the Center and contributions to extension community development efforts.

Since time is often a factor in providing up-to-date information throughout the region, the Southern Center employs a local printer 10 hours a week to operate printing equipment owned by the SRDC. This in-house effort allows the Center an unusual degree of control in preparation of quality materials, and it curtails the delays and excessive expenses which sometimes occur in both university and commercial print shops.

C. Small Business Management Network

Economists estimate that more than two-thirds of the new jobs generated each year are developed in firms with fewer than 20 employees. As a major source of new jobs and growth in the economy, small firms account for roughly 40 percent of the gross national product and provide livelihoods for more than 100 million individuals. Yet, even with the opportunities available today, the Small Business Administration estimates that 8 of 10 new businesses fail within the first five years of operation.

Small, rural retailing centers have for a number of years lost a sizable portion of their trade to larger, more distant metropolitan areas. The effects of this loss in trade by small retailing centers is quickly evident. As businesses fail, not all storefronts are replaced by new ventures. The mix of downtown retailing begins to shift toward less desirable types of businesses. Strip centers composed mostly of large national food and drug chains appear on the outskirts of residential sections. Slowly, the former center of commercial activity begins to die leaving unsightly and sometimes unsafe surroundings.
Significant barriers and problems exist for small firms, particularly in the area of gaining access to the following:

--capital
--markets
--skilled workforce
--raw materials and equipment
--basic managerial and entrepreneurial skills

State extension services have increased assistance in these areas in response to community requests for help. The University of Georgia has a program which includes charting alternatives for downtown business improvements as well as assistance in store layout and design, retail merchandising, advertising and promotion, and retail salesmanship. In addition to a general education program available to communities on a need or request basis, Texas A & M University has a pilot project working with identified small businessmen in a single community. South Carolina State University takes part in the GREAT TOWNS (Governor's Rural Economic Achievement Trophy) program. The University of Florida has developed brochures and offers technical assistance to small businesses. Mississippi State University has provided management training and Auburn University has conducted workshops. The University of Arkansas recently initiated a contract with the Small Business Administration and SEA for a program known as the "Small Business Outreach Project" to extend educational, management, technical, informational and organizational assistance to small businesses via the extension service. Representatives of these universities and others have requested program ideas, teaching materials, and staff training.

The North Central Regional Center for Rural Development is supporting a Business Management Interest Network to prepare and publish business manage-
ment teaching materials, develop staff training workshops, and conduct workshops and conferences. The Southern Center has received a request from Texas A & M University (Dr. Dennis Fisher) to support a network that will work collaboratively with the North Central Network in developing materials, program ideas, and training specifically suited to the Southern region.

D. Local Government Decision-Making (Growth Impact) Network

Results of the 1980 Census of Population confirmed a migration trend to the South and West during the 1970's. Preliminary results reveal that Florida and Texas experienced the most new growth of all the Southern states affected by this population swing to the sun belt. Such population changes are already having an influence on the lives of Southerners and on the policies being made by local decision makers.

As the population grows, communities also experience rapid (and often unplanned) economic growth. Many growth areas encounter enormous strains on their capacity to serve an enlarging community. Inadequate water supplies, sewer lines, and schools become common occurrences in these communities, and local officials struggle to meet the demand for housing, police and fire protection, transportation facilities, and solid waste disposal.

Local officials are asking for help in determining beforehand the impact of various growth patterns. Several models have been developed for projecting the economic, demographic, public service, and fiscal impacts of policy decisions contemplated by community decision makers. The Texas Assessment Modelling System (TAMS) projects business activity; personal income; employment; population; population by age and sex; school enrollments; housing demand; and criminal justice and medical service requirements, revenues, expenditures, and net fiscal balances for a community.
Clemson University has developed the South Carolina Impact Model (SCIM) as a powerful computer tool to help local planners and decision makers. SCIM is a relatively easy and inexpensive method of analyzing changes in a community's economy resulting from such factors as industrial development or expansion, commercial development, residential development, and policy changes (such as tax rates or concessions, public investment and land use).

These models are examples of techniques and methodologies that can be used in educational programming by other university personnel throughout the region. A network previously formed on Community Services and Facilities will determine the interest in growth impact analysis and plan and conduct a regional workshop for transferring this information and other computer capabilities to potential users among the various extension services.

Many rural communities experiencing rapid growth are also experiencing the financial management problems that accompany a greater demand for facilities and services. The Southern Center will partially support a statewide effort in Mississippi to plan six financial management workshops on grant management, cash management, and better budgeting tools and practices. Training materials from these workshops will be available to extension services throughout the South as community development specialists work with local governments in such areas as municipal bonds, municipal budgeting, cash management, risk management, grants management, and governmental accounting.

E. Rural Crime Network

Crime in the United States annually costs victims billions of dollars. Two of the most costly types of crimes are vandalism and theft. Estimated
costs for vandalism to private and public property alone range from $2 billion to as high as $7 billion annually. Theft or larceny is often labeled as "petty" because of the low dollar amount of losses incurred by the victim in a specific incident. However, the sheer volume of its occurrence assures that, on an aggregate basis, it ranks as one of the most serious crime problems in the United States.

Traditionally, rural areas have been portrayed as safe and secure places to live and work. "Immune" from any extensive crime problem, rural people have over the years been afforded the luxury of going about daily routines without much conscious regard for protection of their persons or belongings. Unfortunately, times have changed for rural residents.

Rural crime is increasing at a faster rate than that in our cities. It affects property owned by rural people ... our agricultural communities, schools, homes, businesses, parks, and recreational areas. Over half of all major crimes committed in rural America are thefts or burglaries, and many farm thefts go unreported.

Several reasons which account for this dramatic increase include:

--distance between homes limits observation by neighbors for unusual or suspicious activities
--large geographic areas make patrolling and quick response to calls difficult for rural law enforcement agencies
--improved road systems make most rural areas more easily accessible to non-residents

The Cooperative Extension Service has already begun to respond to this increasing concern about rural crime. Ten individuals from the Southern region attended the National Extension Workshop on Rural Crime Prevention in the fall
of 1980. The Virginia Extension Service held a statewide crime prevention education workshop in 1980, and the Florida Commission on Crime and the Florida Farm Bureau sponsored a statewide rural crime conference. The Georgia Cooperative Extension Service has designed a "Lady Protect Yourself" program to teach women common sense methods to protect themselves. In addition, Georgia has a shoplifting prevention program that reaches more than 1,000 merchants and clerks and provides program aids for community vandalism prevention programs. Texas is now developing an extension crime prevention program and has assisted in crime prevention workshops conducted by the Dallas Police Department. Some Texas counties have used the National Neighborhood Watch Program materials in developing extension programs aimed at reducing crime in the community or neighborhood. The Virginia Cooperative Extension Service has developed three crime prevention programs based on slide/tape productions available with accompanying program ideas and follow-up materials.

As southern states respond to requests for assistance, the need to share experiences and learning materials becomes even more important. A Rural Crime Education Network will be established to ascertain the extent of interest throughout the region for a workshop or other educational activity to enhance sharing of information, materials, and ideas for program development and execution. In addition, the Center will conduct a rural crime victimization study of the rural nonfarm population which will include the following:

---Collect information regarding the characteristics of the crime, practices utilized in crime prevent and characteristics of the victim.
—Develop rural crime prevent models based upon data analysis from the victimization studies.
—Serve as a model for similar research in other states within the region.

F. Rural Gerontology Network

Of all the factors that will affect people's lives in this decade, few will have a bigger impact than the shifts ahead in the American population. The number of Americans is expected to increase rapidly during the '80s with population figures totaling an estimated 242 million people by 1990, an increase of about 21 million. The largest increase is expected to be in the older, more affluent age brackets. Four-fifths of the population growth will be among Americans in their 30s and 40s while the remaining growth will be in the 60-and-older age group. By the end of the decade, people over 65 will account for 1 out of every 8 Americans. Increasing longevity because of better health care will increase the number of people in this age group by 5 million to a total of 30 million by 1990.

This continued expansion of the aged population and the simultaneous rise in the cost of nursing homes and other institutional care for older people will require increasing attention to humane, dignified, and cost-effective ways of coping with the problems of the aged. This next generation of elderly people, a group that will be larger than ever before because of increasing longevity, will need more support outside the family as two-worker or single-parent families become hard-pressed for time to care for them. Many of the aged can lead useful and productive lives outside the institutions if they can avoid isolation, neglect, and depression. A major challenge will be to gear transportation systems, safety measures,
and other facilities more fully and sensitively to the requirements of older people. At the same time, expanded and more effective ways will have to be found to provide adequate special care to many older people in their own homes and to allow them to participate in constructive community activities rather than consign them to institutions.

A network will be formed to inventory extension programs in gerontology and to plan for supportive learning materials and training.

G. Community Energy Management Network

The functions of energy production and food production have become absolutely essential to the nation's welfare and world position. Neither of these needs can be served by an urban society. The Cooperative Extension Service has a long history of contribution to food production, but its involvement in the essential area of energy is only a recent occurrence.

"As we charge into the 1980's, it is apparent that the community that deals effectively with its energy needs will be the community that survives economically," according to a statement from the 1980 USDA Yearbook of Agriculture. As the extension services respond to the energy problems (and inflation problems) facing most Americans, communities and individuals increase their requests for assistance. Some Cooperative Extension Services are playing a major role in the recently created Energy Extension Services. Their efforts in energy programming can be of valuable assistance to communities promoting energy conservation through energy education in homes, on farms, in schools, in small businesses, and in local governments.

Various organizational strategies are being used by the extension services in response to new energy information needs. One of the most critical needs is for current, informative, and factual materials for use
as learning aids to those concerned about energy conservation. Previous SRDC experience verifies that much can be gained through regional sharing of program materials, ideas, and training aids. Certainly each state would benefit from a variety of efforts toward regional information exchange on energy matters. In an effort to facilitate and promote greater communication throughout the region, the Southern Center proposes to form a Community Energy Management Network. Potential outcomes from this effort will include the following:

--A regional conference to share program ideas, to demonstrate programming methods, and to facilitate the transfer of training materials

--Identification of CES energy contacts in the region

--Development of a newsletter or other means of regional energy information sharing.

H. A Model For Providing Operational Research to Community Decision Makers

A network for researchers, extension personnel and community decision makers was established in FY77 to delineate the specific types of community services and facilities research needed by community decision makers. Growing out of this network have been several related activities and products. Papers related to the subject have been presented at the Ninth Annual Meeting of the Community Development Society, the 1979 Southern Association of Agricultural Scientists Meeting, the Northeast States Conference on Educational Programs for Local Government, and the 1980 Southern Association of Agricultural Scientists Meeting. Additionally, staff or regional personnel representing the Center have taken part in several conferences
and meetings which relate to the project emphases. These meetings include the North Central Regional Center *Ex Ante* Growth Impact Models Conference, the American Association of Small Cities Workshop, the Public Programs for Rural Development: Investments Strategies and Research Needs Workshop sponsored by the Great Plains Resource Economics Committee, and participation in writing sessions for the production of "Rural Society: Research Issues for the 1980's."

During 1980 the Center finalized a study of various ways in which the process of universities responding to community needs for research information could be expedited. To disseminate the findings from this project, the Center published three documents. The first of this series, *Regional Perspectives in Rural Development*, was published in 1979. The second publication, a special issue of the SRDC quarterly magazine, was published in the fall and contains nine articles prepared by various university personnel involved in production and dissemination of research information useful to local decision makers. The final publication, a research report entitled "Models for Providing Operational Research to Community Decision Makers," examines a number of mechanisms designed to bring university resources together with local officials to solve immediate and long-term problems. Prepared by SRDC Director William W. Linder and Research Associate Pamela H. Rodgers, the report provides case studies of three current models of university/local collaboration.

Also under this project and with the help of special funds from SEA-Extension Service, the SRDC continued to underwrite expenses of a demonstration project to test one of the models described. Gary Holland, who fills the circuit-rider position, is located in Stillwater, Oklahoma, but serves
in addition to Stillwater the cities of Bryan, Texas; Clayton, Missouri; and Ottawa, Kansas. This project is designed to demonstrate the "linking" capacity of the USDA-Extension/Research network with the Public Technology, Inc. initiative involving the Federal laboratories and the National Science Foundation.

I. The Effect of Taxation and Financial Management Policies on the Delivery of Community Services in Rural Areas of the States

A Financial Management Project designed to study the effect of taxation and financial management policies on the delivery of community services in rural areas was established during 1980. Directed by SRDC Research Associate Pamela H. Rodgers, the Financial Management Network will identify innovative approaches to taxation and financial management used by local governments in the South and highlight important approaches tested in a number of communities. The network mailed 1,500 questionnaires to a sample of city and county officials taken at random in the southern states. The questionnaire focuses on the many areas of financial management (from cash management, debt management, and records management to program budgeting, insurance pooling, and grants administration). The study emphasizes the needs of southern communities for financial management assistance and the variety of techniques currently being used to improve local policy making.

In addition, a bibliography of financial management training materials developed to assist local decision makers throughout the United States is being developed. The bibliography will provide local officials, Extension specialists and persons developing training materials with information on financial management technical assistance publications available throughout the nation.
J. Development and Testing of a Working Model for Transfer of Computer Technology to County Officials

The SRDC chose Dr. Gerald Doeksen, an economist with the Oklahoma Agricultural Experiment Station at Oklahoma State University, as the center associate for a Computer Technology Functional Network. Since more local government officials are turning to computers as a means of providing efficient and expedient services to area residents, this network will combine personnel at Oklahoma State University and Mississippi State University in a cooperative effort to improve the transfer of computer technology. The project team has selected Woodward and Washington Counties in Oklahoma and Yazoo County in Mississippi as pilot counties for the development and testing of a working model for transfer of computer technology to county officials.

K. Development of a Research-User Partnership Strategy for Planned Change in Local Jurisdictions

The SRDC recognizes that community decision makers face an array of alternatives as they plan and implement programs which affect the quality of life in rural communities. Land-grant institutions are uniquely qualified to provide significant input into this decision-making process and yet there does not appear to be a well developed and successful pattern of university research utilization by community leaders. One problem appears to be the "lag time" between data collection and reporting of results. Decision makers are simply unwilling to wait 12 to 24 months for answers, and they are prone to proceed with their planning and program implementation without the benefit of empirical data bases.
After completing an annotated bibliography of publications pertaining to operations research and knowledge transfer, Dr. Carlton Ray Sollie and Dr. Frank M. Howell began an extensive examination of knowledge transfer models. They participated in conferences with top-level university administrators, city government officials and functional network members to discuss the service role of universities. These activities resulted in the preparation of a state-of-the-art paper on knowledge transfer along with three additional brief papers of a more theoretical nature. These three brief papers represent an attempt to codify ideas about the university as a service-providing institution.

I. Community Services and Facilities Research Needs

The 1970’s will probably be remembered as a decade of important social and economic changes which had profound effects on the future of America. One of those significant changes has been the revival of rural population growth in America. For the first time this century, and perhaps even in the nation’s history, more Americans are moving from metropolitan areas than are moving to them. This growth in rural areas creates a growing demand for increased public services and facilities at a time of growing financial strains on local governments and communities.

More than 80 percent of all nondefense government purchases of goods and services, such as education, health care, law enforcement, fire protection, public works, and others are the responsibilities of the decision makers of local governments. These community leaders need information that will help them make wise choices in planning for and delivering goods and services to a growing population.

The objective of this project is to update the research needs inventory on rural development areas and to provide a bibliography and
synthesis of the state of the art regarding research findings in the area of community services and facilities in rural areas. The interdisciplinary Research Advisory Network established in FY 75 has been reconstituted to give guidance in performing this work. The activities of the network will include:

--Identification of appropriate community services and facilities research completed during the 1975-80 period.

--Compilation of an annotated bibliography of the research and and publish same.

--Conducting a content analysis of the research findings to determine any "principles" and/or further research needs and publish these "common threads of known knowledge" as a Synthesis of Research Finding in Community Services and Facilities. Since the area of community services and facilities is so broad, the principal investigator may narrow the research effort to two to four selected areas.

--Serving as the basis for a workshop(s) for research, extension, and other appropriate personnel in order to develop a greater transfer of the known knowledge among the research, extension and user community, and to motivate research personnel toward more action-oriented research.

M. The Impact of Banking Deregulation on Southern Rural Communities

As deregulation takes place in the banking industry, banks in small towns and the surrounding rural communities may experience a significant impact on the nature of lending practices and policies. There is considerable
discussion that large banks may be allowed to branch nationally, an action which in all likelihood will create enormous pressures at the rural community level. Rural residents need to know the impact of this type action on the nature of the flow of loanable funds. The objective of this project is to evaluate the effect of recent deregulatory measures on the nature and extent of commercial bank lending activities on economic growth and rural development.

N. Estimating the Effects of Community Resource Development Upon County Quality of Life

The section dealing with Community Resource Development of the national evaluation of the Cooperative Extension Service mandated by Congress and completed in 1980 illustrates the "state of the art" in the evaluation of Community Resource Development. According to Lynn Davie and Associates, it reports no evaluation using anything approximating experiential or comparative designs, and the special evaluation effort which was funded for this report cannot be generalized to any known population and has no clearly interpretable effect measures. A recent review of evaluation of participatory rural development in the United States displayed a similar situation—there is virtually no evaluative research available, especially that which uses either experimental or quasi-experimental comparative designs.

Evaluation becomes increasingly important in an environment of austerity and accountability when it becomes increasingly difficult to justify public investments of any kind. This is especially true when the potential returns to such investments are complex and difficult to quantify but, more particularly, when such returns are almost
completely unknown. Thus, a variety of "soft" investments, such as Community Resource Development in the Cooperative Extension Service, or "Capacity building" efforts targeted upon rural communities and rural community leaders become hard to justify, even though their returns may be substantial. This is especially true when such investments do not have an organized interest group which advocates them.

At the same time, a variety of recent developments suggest increased importance for such investments in the future. The continued trend toward decreased federal involvement and to focus more decision-making responsibility in the local community is one of these developments. Virtually all analyses of rural local governments and of rural communities agree that rural communities lack expertise in decision-making, and that there are serious problems with the way decisions are made.

The objectives of this project are aimed toward helping provide more quantifiable and/or more comparative data on which rural development programs can be evaluated and supported. Specific objectives are as follows:

--to develop measures of county quality of life which are susceptible to change by Community Resource Development (CRD) efforts

--to develop measures of Community Resource Development inputs on a county by county basis.

--to estimate the effects that Community Resource Development inputs have had upon county quality of life over time.
O. Use/Value Appraisal of Agricultural Lands in the South: Policies and Problems

Financing the increased demand for community services and facilities is one of the critical problems of local governments across the South. A substantial portion of the revenue used is generated through the property tax. With the decline of agricultural lands, an increasing problem throughout the South is the taxing policies related to agricultural property. Legislators and other public policy decision makers want information on the use-value approaches to the appraisal of agricultural lands for consideration of optimum taxation strategies. An inventory of approaches used and policy implications needs to be undertaken. The objectives of this project are as follows:

--to identify the policies of the Southern States relating to the property tax and agricultural land
--to determine the impact of taxing policies on agricultural land in the southern states

P. The Development of a Southern Regional Research Data Base: Model for Action

This age of improved mass communications offers the opportunity for shared research projects and findings which are transferrable to communities across the country. But at the same time difficulties arise for individual researchers when they confront their need to categorize and follow the research and findings of their colleagues. The need for a mechanism of research information exchange has become increasingly important and models for the development of such a data base must be developed.
Research providing information on these issues will assist decision makers in rural areas grappling with the complex problems of the day. The stress on interactions between interdisciplinary researchers from throughout the South and the communication of their findings will continue to be an emphasis of the Center. The objectives of this project are as follows:

--to catalog available research data throughout the southern region

--to design a model for establishing a central regional data base.
The SRDC is one of four regional rural development centers in the nation. It coordinates cooperation between the Research (Experiment Station) and Extension (Cooperative Extension Service) staffs at land-grant institutions in the South to provide technical consultation, research, training, and evaluation services for rural development. This publication is one of several published by the Center on various needs, program thrusts, and research efforts in rural development. For more information about SRDC activities and publications, write to the Director.

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